BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 7 Sustainable Tourism**
Learning aim	A: Explore the principles, growth and influence of sustainable tourism
Assignment title	What is Sustainable Tourism?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work as a trainee for a local tour operator. The Managing Director has set up a small working group to investigate how the company's products and services can better reflect the principles of sustainable tourism. She has asked you to join the group, and she would like you to give a presentation at the first meeting.
Task 1	You must prepare and deliver a presentation which: • explains the reasons for the growth of sustainable tourism, and how sustainability is influencing the travel and tourism industry. • explains and comprehensively evaluates the roles and objectives of three different organisations involved in developing tourism sustainably. Use at least two examples of organisations in each category (public, private and voluntary) and ensure specific details of their roles and objectives are clearly related to sustainable tourism, including their engagement with schemes and awards aimed at improving sustainability. • assesses the advantages and disadvantages of organisations working together in partnerships to develop tourism sustainably, giving examples.
Checklist of evidence required	Presentation Slides and handouts Speaker Notes Record of Activity completed by the Assessor
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:

A.P1	Explain the reasons for the growth in sustainable tourism.
A.P2	Explain the roles and objectives of three different organisations involved in developing tourism sustainably.
A.P3	Explain how sustainability is influencing the travel and tourism industry.
A.M1	Assess the potential advantages and disadvantages of organisations working together in partnerships to develop tourism sustainably.
A.D1	Evaluate the roles and objectives of different organisations involved in developing tourism sustainably.

Sources of information to support you with this Assignment	Cooper, C (2016) *Essentials of Tourism*. Harlow: Pearson www.thetravelfoundation.org.uk www.sustainabletourism.net www.abta.com www.sdt.unwto.org www.responsibletravel.com https://www.travelmole.com/mediakit_sustain/ https://www.wttc.org/tourism-for-tomorrow-awards/ https://news.wtm.com/
Other assessment materials attached to this Assignment Brief	N/A